



City of Goodyear **INFOCUS**

December 2014 / January 2015

Cruising into 2015 with a Rear-View Look at 2014

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Citizens Meet to Discuss Water Future

A group of residents, land owners, and representatives – who will provide recommendations on the future of Goodyear’s water operations and its rates – now are holding monthly public meetings. The meetings are held the second Tuesday of each month beginning at 6:30 p.m. in the Goodyear Justice Center, 14455 W. Van Buren St., Suite B101. Agendas are posted on the city’s website at least 24 hours in advance of the meetings at www.goodyearaz.gov/watercommittee.

The committee of volunteers, who will serve a one-year term, will be reviewing the city’s utility rates and the integrated water master plan. They are expected to submit recommendations to City Council in 2015.

The members serving on the committee are: Jason Battern, Wildflower; Peter Minarik, Cottonflower; Leonard Scheid, Canyon Trails; Jerry Wilson, Sarival Village; and Mario Columbia, Dennis Paschen, Marge Sharp, and Bill Zednik from Estrella. The alternates are: Jake Hinman, Arizona Multihousing Association; District 4 State Representative Lynne Pancrazi; and Barbara Zednik of Estrella.

At the first meeting on October 14, Goodyear City Clerk informed the members of its bylaws and meeting requirements. Members introduced themselves, spoke about their experience, and why they wanted to participate on the committee. Resident Mario Columbia was elected as the chairman and Jason Battern elected vice chairman.

Battern is a 16-year resident of Goodyear and supervisor of the city of Buckeye’s Wastewater Operations covering four plants. He has a unique understanding of the West Valley’s water supply and the aquifers it is stored in. He also has worked for the cities of Surprise and Avondale in wastewater operations.

“We’re not getting any new water,” Battern said. “That’s how I try to explain it to people. It’s important that we return good, clean water into the ground. Without the water, there wouldn’t be anybody out here. Water is what’s supporting the population. Without it, there wouldn’t be any growth.”

The majority of the city’s water customers live south of Interstate 10 with some city sewer customers north of the interstate. Most residents living north of I-10 receive their water from a private company and would not be affected by the recommendations.

Comparable to City Council meetings, Water Planning Committee meetings will be open to the public. Residents are encouraged to attend and provide input or ask questions during the comment period. Meetings also will be broadcast live and videotaped. For more information, call 623-882-7896 or visit www.goodyearaz.gov/watercommittee.

Future Meetings

- January 13, 2015 – Introduction to utility rate studies
- February 10, 2015 – Overview of Integrated Water Master Plan (IWMP)
- March 10, 2015 – IWMP water resource policy, rate setting, potential formulation of committee recommendations
- April 14, 2015 – Proposed recommendations
- May 2015 – Community meetings
- June 2015 – Work session with Council
- August 2015 – Council adoption of utility rate plan

Meeting topics are subject to change. Additional meetings may be scheduled by the WPC.

Attention Goodyear Residents!

Get involved in your local government by sitting on a board, commission, or committee. Members provide input to elected officials and city staff on a variety of issues affecting our city.

Upcoming Open Positions:

- Fire/Building/Code Enforcement Appeals Board: Mechanical/Plumbing and Electrical
- Goodyear Volunteer and Reserve Firefighter Retirement Trust
- Planning and Zoning Commission

For more information, call 623-882-7830 or visit www.goodyearaz.gov/boardsrecruit.

Goodyear City Council

Top row (left to right): Vice Mayor Joe Pizzillo, Sheri Lauritano, Joanne Osborne, Bill Stipp. Bottom row (left to right): Wally Campbell, Mayor Georgia Lord, and Sharolyn Hohman



Council Calendar

December 8, 5 p.m. – Work Session	January 5, 5 p.m. – Work Session
6 p.m. – Council Meeting	January 12, 6 p.m. – Council Meeting
December 15, 5 p.m. – Work Session	January 26, 6 p.m. – Council Meeting
6 p.m. – Council Meeting	February 2, 5 p.m. – Work Session

Council meetings and work sessions are held at Goodyear Justice Center, Goodyear Municipal Complex, located at 14455 W. Van Buren St., B101. Visit www.goodyearaz.gov for meeting schedules and to watch Council meetings.



City of Goodyear INFOCUS

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Council Corner



Councilmember Sharolyn Hohman

Previous to my election to the Goodyear City Council, I had the privilege of serving as the President and CEO of the Southwest Valley Chamber of Commerce for twenty-five years. That experience was rewarding for so many different reasons, but chief among them was the opportunity it gave me to further the interests of small and large businesses to help them succeed.

Our local businesses are the lifeblood of our community. They were instrumental in helping our city weather the recession and now they are leading the charge in our economic recovery.

In order to continue this positive momentum, I hope you will join me this holiday season in choosing Goodyear businesses to meet your shopping needs.

Shopping here in Goodyear and contributing to the success of our local businesses is vital. It strengthens our local economy, generates jobs, increases competition, and promotes community identity. Perhaps most importantly, for every \$100 spent at a locally owned business, \$73 remains in the local economy, a portion of which is critical tax revenue. Retail sales tax is the single biggest contributor to the city’s operating budget, which funds important services like public safety, streets, parks and recreation services, and other essential functions. By choosing to shop locally, you contribute to the city’s ability to maintain a high level of quality of life.

In order to create awareness of all the unique shopping opportunities available in our community, the city recently kicked off its “Go Local, Go Goodyear” campaign. Shoppers who spent at least \$29 on November 29 at a small business in Goodyear are eligible to win one of many great prizes. For more information, please visit www.goodyearaz.gov/business/shop-goodyear for more details.

On behalf of the city of Goodyear, I would like to wish you and your family a happy holiday season and a prosperous new year!

HOW DOES GOVERNMENT WORK?

GOODYEAR CITIZEN ACADEMY

Join city staff for a behind-the-scenes look into all city services! The Goodyear Citizen Academy is a seven-week course with insight on city departments, like fire and police, water services, streets, transportation, and City Council.

Tuesdays, beginning January 13 at 6 p.m.
Free; includes materials and snacks. Limited to 40.
For more information, call 623-882-7781 or visit www.goodyearaz.gov
Registration deadline is Friday, December 19

From the Mayor



Mayor Georgia Lord

Citizen Academy a great place to start learning about the city

For anyone interested in learning more about the operations of the city of Goodyear – and possibly later serving it in an elected capacity – the Citizen Academy is a great place to start. I know it was for me.

As mayor and former City Council member who first was elected to a council seat in 2005, I would highly recommend participating in the

academy – a seven-week community leadership program course that begins on Tuesday, January 13.

The Citizen Academy truly is a unique opportunity to meet elected officials and city management, and learn how the city operates. Participants will get an inside look into the fire, police, water, streets, city court, economic development, and many other departments.

Slightly more than a decade ago, the Citizen Academy is where I first got my feet wet, so to speak, in Goodyear city government, thanks to the late Gary Gelzer, who talked me into it. At the time, Gary and I were serving on the PebbleCreek community’s Homeowners Association’s Architectural Board (ALC), which governed how residents could change their yards and home’s exteriors.

Gary, who wanted to serve on the Planning and Zoning Commission (he later did before being appointed to City Council), told me I ought to participate in the academy, so I did. Initially, I didn’t plan to run for council or mayor; I did it to educate myself.

Living all over the world as a military wife, I never really had lived in one place for an extended period of time, and this was an opportunity to take ownership of my city.

I was glad I did. I wanted to learn about city government and councils and how cities operate. As a former new homes salesperson, my interest was in land development and economic development, and I learned a great deal.

Following graduation from the academy, city staff members wanted me to apply to serve on a committee. I was appointed to serve as chairman of the City Center Committee, a plan for City Hall. After serving on the committee, I wanted to take an active part in the city. The Citizen Academy had provided me a foundation to take a run at City Council. The rest is history.

This year’s academy class size can accommodate up to 40 people. Registration is free and includes course materials and snacks. The deadline to register for the academy is Friday, December 19. Sessions are on Tuesdays beginning at 6 p.m. and last between 90 minutes and two hours.

For more information, contact Matt Ligouri, assistant to City Council at 623-882-7781 or to register, visit goodyearaz.gov/residents/citizen-academy

I hope to see you there – and maybe in the future, will see you serving on a city committee or on council, expanding on your experiences in the Citizen Academy.

Top 14 of 2014

As we look forward to 2015, we pause to look back on Goodyear's top stories of 2014, in no particular order.

1



Along the highway of dreams. On August 16, federal, state, and city officials were on hand for a long-awaited opening of the Loop 303/Interstate 10 interchange. Pictured are Governor Jan Brewer and Goodyear Mayor Georgia Lord at the grand opening ceremony.

9



In the green. Global Organics – a pioneer in developing and manufacturing of organic plant nutrition and agricultural products – was the only Arizona company to win the prestigious “E” Award for Exports, presented by U.S. Secretary of Commerce Penny Pritzker.

Starting a new chapter. The city of Goodyear celebrated the grand opening of the Goodyear Branch Library, 14455 W. Van Buren Street, C101. The 9,600-square-foot facility features more than 5,000 books, eight computer stations, and InnovationHub@GoodyearAZ – a business incubator for entrepreneurs to access resources.



2

Flying high. Goodyear Mayor Georgia Lord was elected to serve as co-chair of the Luke West Valley Council, a group of government leaders throughout the region who promote the importance of Luke Air Force Base and help to secure future programs at the base such as the current F-35 II A Lightning Fighter Jet pilot training program.



10



Emergency call center. On May 19, the city dedicated its new 911 Telecommunications Center – a 10,000-square-foot facility designed to serve the city's needs for the next 30 years.

11



Check out the city online. In early July, the city launched its new and improved website – www.goodyearaz.gov – as well as a new mobile app (PublicStuff) that lets citizens ask questions, report a problem, and become engaged with the community.

Peace, love and soul. During its Star Spangled 4th of July celebration at Goodyear Ballpark, the city unofficially set a Guinness World Record for the second straight year – the largest Soul Train dance with 426 people who showed off their moves.



4



Take me out to the ballgame. Goodyear Ballpark – spring training home of the Cincinnati Reds and Cleveland Indians – was voted by fans as the Best Place to See a Spring Training Game in Arizona in the USA Today Readers' Choice Poll.

Adding to the menu. Goodyear added an array of new eateries and restaurants throughout 2014, expanding on a wide variety available to those dining out. Within the last year, Goodyear added Texas Roadhouse, Rudy's Barbecue, Haymaker Restaurant, Austin's Sports Bar and Grill, Native Grill and Wings, and Saddleback Mountain Brewing Co. – the city's first micro-brewery. Plus, valley-based Oregon's Pizzeria is expected to open soon.



12

On the grow. The city of Goodyear was listed as the 6th Fastest Growing City in the United States, according to the United States Census Bureau.



6



Maintaining a strong presence in the aerospace industry. Lockheed Martin announced the signing of a two-year lease for 31,540 square feet of office space at 1300 S. Litchfield Rd., keeping more than 50 jobs in Goodyear.

13



Mapping the city's future. A group of 24 volunteers planned the city's future by implementing Goodyear 2025 General Plan. The plan, which is a visionary document that maps out the future in all major areas – recreation, neighborhoods, job creation, education, transportation, and natural resources – was supported by City Council and approved by voters in November.

7

Critical care providers. In its 10th year, West Valley Hospital became a Level 1 Trauma Center – first in the West Valley.



8

A leader in water conservation and operations. On September 30, Goodyear was among 10 cities nationwide selected for a prestigious Top Ten Award from the editors of Water and Waste Digest – recognizing the city for maximizing its use of reclaimed water by designing high-capacity wells on city land.



14

Traffic Safety Tip

The city of Goodyear wants to help you stay safe!
New tip: Turn your vehicle into the correct lane.

Arizona state law (ARS 28-751) requires a vehicle turning right or left at an intersection to turn into the lane closest to you.

Frequently, drivers will turn into the furthest lane of travel – crossing several additional lanes – which is the cause of many traffic collisions. With the holiday season quickly approaching, there will be an increase in traffic on roadways. Let's make this holiday season a safe one for everyone on the road!

Traffic-related questions can be sent to Goodyear Police Dept. Traffic Unit Sgt. Jason Seabright at jseabright@goodyearaz.gov or call at 623-882-7735.

Shop Local!



98%
OF GOODYEAR
RESIDENTS
SHOP IN
GOODYEAR

Whether you're out looking for the best price on that Christmas ham or holiday turkey dinner, Goodyear is giving shoppers the best bang for their buck. At 2 percent, Goodyear has the lowest food tax among five Southwest Valley cities – making it highly beneficial for residents to shop local... shop Goodyear!

Shopping Online for the Holidays?

Remember these tips to protect your information.

Do not reuse passwords.

Although it may be easier to use a single password for multiple online accounts, it puts all of your accounts at risk if an attacker gains access. Use a unique, strong password – 14+ characters and something not common or likely for anyone to guess – for each account.

Are you using encryption on your wireless router? WPA2 (WiFi Protected Setup) is currently the strongest encryption available.

Only install trusted applications from reputable stores on your mobile devices.

Many hackers design their own malicious applications and sometimes name them similar to well-known ones. If installed, they collect personal information including credentials to log into sites and accounts.

Do you backup your important data?

If a virus or malware destroys or locks up your data (financial information, photos, records, etc.) you will lose that data unless you have a current backup. After encrypting your data, create backup copies on an external USB drive, keep another copy with a family member or friend, or use an online service.

Goodyear Little League is Growing

Celebrating its 10th anniversary, Goodyear Little League is taking steps toward becoming more of an independent organization while maintaining a strong partnership with the city. In 2005, it started with 220 participants on 25 teams and four divisions. This past season, the league had grown to 607 participants on 49 teams in six divisions. The non-profit organization is not completely breaking away from the city, but becoming self-sufficient.

"This move toward independence is a natural progression in nearly all little leagues across the globe and we proudly support and congratulate them on this milestone," said David Seid, supervisor of Goodyear Parks and Recreation. "We're excited for them and look forward to continue providing them the fields at Estrella Foothills, Goodyear Community, and Falcon parks."



Tim Downs, president of Goodyear Little League, said he is excited for the growing organization and looks forward to leading it to the next level.

"After 10 years of working hand-in-hand with the city of Goodyear, Goodyear Little League will be taking the next step to bring itself in line with Little League organizational standards by assuming all responsibilities to managing the league – specifically registration, uniforms, umpires, equipment, and other aspects," Downs said. "Goodyear Little League's board is grateful that the city of Goodyear has extended its full support to this effort, and we in turn look forward to partnering with the city for years to come."

"Goodyear Little League would like to extend a heartfelt thank you to the city of Goodyear for their commitment and dedication to making the Little League experience for the kids of this city a cherished lifelong memory," Downs added.

Parents can visit www.eteamz.com/gyll/ to register their children online for the 2015 season, and get information on registration locations and dates.

Goodyear Gateway South Industrial Park Michael Lewis Co. Purchases 30 Acres for Development

Goodyear Gateway South, the 221-acre industrial park just north of the Phoenix Goodyear Airport, has announced its first user. Michael Lewis Co. (MLCo) – a global provider of in-flight and catering products, logistics and supply chain management solutions – has purchased a 30-acre parcel for development.

MLCo plans to build a 250,000-square-foot distribution warehouse, taking advantage of the park's foreign trade zone (FTZ) designation. This facility marks an expansion for the company in metropolitan Phoenix. The new facility will increase the company's current operation and will feature a combination of refrigerated space, dry storage, and office space.

"This purchase and planned facility is a great example of the draw of an FTZ designation," said Fred Stiles, Regional Director with EJM Development Co. "FTZ status allows metropolitan Phoenix to compete for companies doing business internationally."

"We are thrilled to have Michael Lewis Co. locate in Goodyear," said Mayor Georgia Lord. "This addition to our business community will bring with it more than 100 jobs and helps us launch one of our premier employment corridors – the Goodyear Gateway South development. We appreciate EJM Development's investment in infrastructure on this property. As a result of our strong partnership with them, we are confident we will continue to see industry investment in this area and additional jobs for our city."



This land purchase comes just months after EJM Development broke ground on significant infrastructure at Goodyear Gateway South. In May, the developer began work on \$5 million of construction on streets and utilities.

The street improvements include full width 143rd Avenue from Van Buren Street to Yuma Road and improvements to Yuma Road, as well as a traffic signal at 143rd and Van Buren.

Follow Your Art Artist Development Series

Goodyear is offering workshops for local artists to strengthen, develop, and cultivate their professional career. Designed to engage emerging and mid-career artists, the series will be facilitated by experts in public art, arts administration, and professional artists.

2015 Workshops:

Portfolios: Engaging Presentation – January 24

Collaborations: Building the Team – February 28

Commissions: Nuts and Bolts of Projects – March 21

Arts Marketing – April 25

Arts Opportunities Outside the Studio – May 16

All classes are from 9 a.m. to noon in Goodyear. \$10 fee. Register online at https://apm.activecommunities.com/cityofgoodyear/Activity_Search/follow-your-art/5737, in person at Goodyear Recreation Office, 3075 N. Litchfield Rd., or call 623-882-7525.

For more information, contact Guylene Ozlanski at 623-882-7530 or guylene.ozlanski@goodyearaz.gov.

Beautify Your Yard with Free Classes



The city of Goodyear is offering six more classes to help you keep your yard both beautiful and water efficient in 2015: Watering for Healthy, Beautiful Plants; Spring Vegetable Gardening; Herbs Galore; Pruning Basics; Accents of Aloes, Agaves and More; Irrigation Troubleshooting. Space is limited. Register at www.goodyearaz.gov/h2o365classes or call 623-882-7510.



Goodyear Wins Award for Water Storage

Selected for a prestigious Top Ten Award from the editors of Water and Waste Digest for designing high-capacity wells on city land to store more reclaimed water, Goodyear was the only Arizona city to win. For more information about Goodyear's water, visit www.goodyearaz.gov/government/public-works/water-services.

Holiday Sanitation Collection

Curbside trash, recycling, and bulk collection services will shift to one day later than the normal collection days in observance of Christmas on Thursday, December 25 and New Year's Day on Thursday, January 1.



For more information and a full schedule of 2015 holiday sanitation service, visit the city of Goodyear website at www.goodyearaz.gov/trash or call Environmental Services at 623-932-3010.

Christmas Tree Recycling

Four conveniently located drop-off sites will accept Christmas trees from December 26 through January 8. Please remove all decorations, lighting, and stands.

- Foothills Community Park next to Estrella Mountain High School, 12795 S. Estrella Parkway, 85338
- Eagle's Nest side of PebbleCreek community, 3645 N. Clubhouse Drive, 85395
- Palm Valley Park, 13133 W. Monte Vista Rd., 85395
- Goodyear Ballpark parking lot, Goodyear Boulevard and Estrella Parkway (south of Yuma Road), 85338

Conserve Water to Lower Bills and Win Spring Training Tickets

Keep your sewer bills lower throughout the next year by minimizing the amount of water used in January, February, and March. The averages of water billed during those months determines your sewer bills next year. Remember to use water wisely during the winter quarter and save on sewer bills all year long. For more information, call 623-882-7887 or visit www.goodyearaz.gov/sewerappealfaq.

Reduce your water use during the January, February, or March billing cycles to claim TWO FREE TICKETS for a spring training game the week of March 15. Look for the flyer in your next utility bill for more details. Visit www.smarthomewaterguide.org/ to find help on how to fix leaks.



FREE EVENT

HOME PLATE FOR THE HOLIDAYS

GOODYEAR BALLPARK

TREE LIGHTING, SANTA, 40 TONS OF SNOW! DEC. 6 FROM 5 TO 8:30 PM

Spring Training 2015

Single game tickets for the 2015 Spring Training season go on sale Dec. 6 at 10 a.m. at Goodyear Ballpark Ticket Office, 1933 S. Ballpark Way, or online through reds.com/spring, indians.com/spring as well as by phone through Ticketmaster at 1-800-745-3000. For more information, visit goodyearbp.com or call 623-882-3130.



Read for FREE Tickets

The Home Run Readers program, sponsored by Baskin Robbins Ice Cream, encourages Goodyear elementary school students to read at least nine books to earn two free tickets to a Spring Training game. Readers will also receive ice cream and will be entered into a drawing to win the opportunity to deliver the game ball, throw out a ceremonial first pitch, or deliver the lineup card at a game. See your school office for details.

WWW.GOODYEARBP.COM